

RESIDENTIAL ENERGY CONSERVATION SERVICE
COALITION ACTION PLAN
June 2003

COALITION ACTION PLAN -TABLE OF CONTENTS

INTRODUCTION & DESCRIPTION

BACKGROUND	4
PROGRAM DESCRIPTION.....	4

BUDGET	5
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PROGRAM PUBLICITY

DESCRIPTION AND OBJECTIVE	6
<i>Target Market</i>	6
<i>Market Barriers</i>	6
<i>Marketing Theme or Message</i>	7
<i>Marketing Implementation</i>	7
a) DTE-Mandated.....	7
b) Coalition Based	7
c) Utility Specific	8

APPROPRIATE SERVICES (TIER ONE)

SERVICE DESCRIPTION	9
STATEWIDE TOLL-FREE NUMBER	9
PERSONNEL QUALIFICATIONS.....	10
<i>Customer Intake and Service Representatives</i>	10
<i>Training/Qualifications</i>	10
<i>Technical Assistance</i>	10
<i>Training/Qualifications</i>	10
INFORMATION RESOURCES	11
PROTOCOL TO PROVIDE CUSTOMERS WITH TIER ONE AND TIER TWO SERVICES	12
REPORTING TIER ONE ACTIVITIES	13

HOME ENERGY ASSESSMENT AND PROGRAM MEASURE IMPLEMENTATION (TIER TWO)

PROGRAM DESCRIPTION.....	14
PERSONNEL QUALIFICATIONS.....	14
HOME ENERGY ASSESSMENT AND PROGRAM MEASURE IMPLEMENTATION REPORT	15
INTEGRATION WITH ENERGY EFFICIENCY PROGRAMS	15
COMPETITION FOR DELIVERY OF SERVICES	15
PROGRAM MEASURE IMPLEMENTATION	15
FUEL NEUTRAL REWARD [ENERGY EFFICIENCY INCENTIVE].....	16
MEASURE DESCRIPTION	17
OTHER PRODUCTS AND SERVICES	17
SELLING OTHER PRODUCTS AND SERVICES	18
INSPECTIONS	18
COMPLAINT RESOLUTION.....	19
ELIGIBLE VENDORS.....	20
RCS VENDOR ELIGIBILITY REQUIREMENTS:.....	20

COALITION ACTION PLAN -TABLE OF CONTENTS CONTINUED

EVALUATION	21
-------------------------	-----------

OTHER PROGRAM OUTCOMES

LOST OPPORTUNITIES	21
COMPETITIVE MARKET	21
Schedule A: Signatories to CAP and list of stakeholders.....	22
Schedule B: Tier One Literature.....	23
Schedule C: Detailed Protocol for Tier One Services and Referrals.....	24
Schedule D: Immediate Savings Measures.....	26
Schedule E: Approved Products and Services for Sale.....	27

RCS COALITION ACTION PLAN

Glossary: Acronyms & Abbreviations

BPI	Building Performance Inspection	PA	Program Administrators, signatories to the CAP
CAP	Coalition Action Plan	HEA	Home Energy Assessments
CFLs	Compact Fluorescent Light(s)	HERS	Home Energy Rating System
CSRs	Customer Service Representatives	ISM	Immediate Savings Measure
DHW	Domestic Hot Water	LEAN	Low-Income Energy Affordability Network
DOE	Department of Energy	PAC	Public Advisory Committee
DOER	Division of Energy Resources	QC	Quality Control
DSM	Demand Side Management	RCS	Residential Conservation Service
DTE	Department of Telecommunications & Energy	REI	Renewable Energy Incentive
EEI	Energy Efficiency Incentive	SDHW	Solar Domestic Hot Water
EEMs	Energy Efficiency Measures	CMR	Code of Massachusetts Regulations
EPA	Environmental Protection Agency	NASEO	National Association of State Energy Officials
FNR	Fuel Neutral Rewards – renamed EEI		

INTRODUCTION & DESCRIPTION

BACKGROUND

The Massachusetts Residential Conservation Services (RCS) program provides home energy assessments and follow-up services to all Massachusetts residents and is mandated by the State Legislature for all regulated electric and gas distribution companies per Massachusetts General Law Chapter 465. The Division of Energy Resources (DOER) through 225 CMR 4.00 and 5.00 regulates the program. The RCS program has been available in some form since 1980. However, over the past several years and under the direction of the DOER, the program has undergone a redesign process. The goal of the enacted redesign is to deliver non-low-income residential customers with a tiered level of services that are intended to simplify customer participation and provide a “one-stop shopping” home energy efficiency and renewable service.

On February 2, 2001, the Secretary of State published the amended regulations for the Residential Conservation Service Program (225 CMR 4.00) and rescinded the Multifamily Building Program (225 CMR 5.00) regulations. The regulations encourage more flexible and efficient services by not requiring a site visit for all customers who participate in the program. Program Administrators (typically gas and electric utilities and municipal aggregators) and Program Vendors within Massachusetts participated in the development of the amended regulations and support rescission of the Multifamily Building Program. The DOER also encouraged, and the utilities supported, a more market-based, competitive residential energy service under the revised RCS regulation.

Under the revised RCS program, the DOER requires utilities to submit a Coalition Action Plan (CAP). This CAP has been developed jointly by the broad-based coalition and is intended to provide a comprehensive plan in accordance with and in compliance with the legislatively approved Residential Conservation Service Program regulations. The goal of the plan is to be inclusive and yet flexible enough to ensure residential customers receive the full benefit of Home Energy Assessments, energy efficiency education, energy efficiency incentives, and integrated program services provided by the member coalition.

The contact names of Program Administrators who are submitting this CAP and a list of stakeholders involved in developing the CAP are included in Schedule A. A list of definitions of abbreviations is included on Page 3.

PROGRAM DESCRIPTION

The RCS program enables customers to receive low-cost educational assistance, access to technical information, and information regarding on-line resources during their initial telephone contact. This screening process provides direct customer information and renewable and energy efficiency services, which determines a customer’s need for an in-home energy assessment and services is called Tier One Services.

The RCS program also offers Tier Two In-Home Services. The purpose of this second tier effort is to provide a comprehensive one stop shopping service for customers who, as a result of Tier One screening, have a strong interest in improving the efficiency of their home and/or implementing renewable energy measures. The regulations include the provision for Energy Efficiency Incentives and Renewable Energy Incentives, which is funding to assist customers in paying for the installation of certain cost-effective energy efficient and renewable energy measures.

The ability to offer an Energy Efficiency Incentive (EEI) and a Renewable Energy Incentive (REI) along with the integration of other energy efficiency programs at the time of the Home Energy Assessment is considered crucial to the success of the program. It also supports the premise that customers are most likely to contract for energy efficiency and renewable services at the time when they are most actively involved in considering these options.

The integration of the RCS program with other energy efficiency programs increases customer convenience and supports market development. This is further enhanced by the logical shift away from mainly numerical Home Energy Assessment goals to a more focused approach for achieving significant realized savings.

In January 2001 gas and electric utilities began the process of determining an appropriate and effective method of delivering comprehensive products and services through the RCS joint delivery. The RCS program allows customers to act on the recommendations of the Home Energy Assessment and to take advantage of other energy efficiency programs and measure installations. The RCS program continues to evaluate the extent to which residential customers are willing to pay for these products and services and the level of financial incentive necessary to promote continued participation in installing energy efficiency and renewable energy measures.

Electric and Gas utilities will work together with the DOER to design and conduct evaluations that will determine the effectiveness of the program and identify potential program modifications and/or enhancements.

BUDGETS, REPORTING AND GOALS

Program Administrators will file annual RCS budgets with the DTE and DOER November 1 of each year for effect during the following calendar year. Program Administrators will work with the DTE and DOER to provide uniform reports, which will be filed in hard copy and electronically. Where feasible, Program Administrators will provide joint funding for development, advertising and evaluation of the RCS program; such joint funding will be allocated based on each utility's Residential customer count as reported in the latest DTE Annual Report.

Program Administrators will provide the DOER additional detail on Tier One and Tier Two activities quarterly. The information will be filed electronically and summarized as directed by the DOER.

The RCS Network, a management group of Program Administrators, Program Vendors and DOER, was established in 2002, providing a forum to discuss how best to design, coordinate and fulfill program goals. The DOER will establish guidelines and program goals annually.

The Program Administrators will fully integrate benefits available through their energy efficiency programs with the delivery of the RCS program. Specific detail will be included in the individual utility filings.

PROGRAM PUBLICITY

DESCRIPTION AND OBJECTIVE

Marketing for the RCS program is a key component for ensuring successful program participation levels and program delivery in general. The RCS Network decided on marketing the program under the name 'Massachusetts HomEnergy Service, which will be used on all RCS specific marketing. The purpose of this section is to outline some of the various strategies and activities used to support a focused and sustainable marketing effort by members of the RCS Network, both on a collaborative and individual utility level. The premise for all marketing efforts will be to:

- ~~/~~ Create customer awareness of all program components
- ~~/~~ Create demand for products and services
- ~~/~~ Overcome existing marketing barriers

Overcoming market barriers is essential to addressing the customer demand side of program delivery. Presently, higher energy costs have created a greater level of customer interest in energy efficiency. However, this interest is also overshadowed by customers' historical reluctance to invest in efficiency and renewable improvements due to perceived higher first costs and lack of awareness on actual savings realized by installing these measures. Although this barrier has hindered customer-based energy efficiency and renewable energy investments in the past, the RCS program now creates a great opportunity for utilities to educate and provide financial assistance to residential customers for installing energy efficiency and renewable energy measures. The program design also increases customer convenience by enabling utilities to integrate other energy efficiency programs as part of a unified full service offering. Ultimately, the integration of other EEI and REI programs with RCS will help support and provide an environment conducive to the overall market development and demand for energy efficient/renewable energy products and services.

Target Market

The RCS program directly targets non low-income residential customers on a fuel-neutral basis. The program offers HEA, fuel-neutral rewards, and integration of other energy efficiency programs designed to promote energy savings and capture lost opportunities in the residential market place. In addition, the RCS program leverages the existing market infrastructure and utilizes regional resources where possible.

Market Barriers

To effectively incorporate energy efficient measures including products and services into the residential marketplace, a number of barriers must be overcome. The major barriers are summarized as follows:

- ~~✍~~ Higher first cost of energy efficient measures
- ~~✍~~ Lack of customer awareness of utility sponsored efficiency programs
- ~~✍~~ Customers may be unwilling to adopt newer energy efficiency technologies
- ~~✍~~ Lack of knowledge by customers of the full range of benefits of installing energy efficient measures
- ~~✍~~ Split incentives (landlord/tenant)
- ~~✍~~ Customers' inability to differentiate between highly effective and moderately effective efficiency measures
- ~~✍~~ Lack of consideration of the value of energy efficiency in general

Marketing Strategies

Program changes described in the CAP require the development of marketing strategies to help determine what is of most interest to residential customers. Marketing strategies that may be tested include 1) a general offer for more information about energy efficiency and renewables, 2) a focus on the benefits of the installation of energy efficiency measures and explanation of the Energy Efficiency Incentive and Renewable Energy Incentive, 3) targeted messages to certain households who are eligible for special services, and 4) other strategies as developed. Program Administrators and Vendors will share marketing information and messages to ensure consistency and the adoption of best practices.

Marketing Implementation

Planned marketing efforts for the RCS program redesign are **two-fold**:

- ~~✍~~ DTE- Mandated
- ~~✍~~ Utility Specific

The primary goal of all marketing activities is to plan and implement a universal strategic marketing campaign for the RCS program that features program attributes and incentives, creates customer interest, and enhances market penetration of customer-oriented energy efficiency programs and installed measures.

a) DTE- Mandated

Bill Inserts: Program Administrators will announce the RCS program, as mandated in CMR 220, 4.06, to all residential customers once a year. Program Administrators will work in a coordinated manner to develop a consistent message and provide customers with a unified description of program offerings. The DOER will be notified of the scheduled release of each utility's announcement, which will be then be circulated to the RCS Network.

c) Utility Specific

Historically, utilities conducted their own marketing and promotional activities to generate sufficient demand to meet their established goals. Many of these efforts will continue by individual utilities in order to improve customer awareness throughout individual service territories. The components of the Program Administrators' marketing efforts may include:

- ~~Call Centers:~~ During the colder months of the year many self-generated requests occur. Customers call utility call centers to inquire about ways to save energy, or a high bill issue. Call center representatives will continue to refer customers to an appropriate energy efficiency hotline.
- ~~Supplemental Activities:~~ On an as-needed basis, usually in the summer months, supplemental marketing activities such as bill messages and company newsletters will be used to generate program interest.
- ~~Community Based:~~ Throughout the year, home shows and other community-based activities will be utilized to speak to customers and hand out printed marketing materials, which describe various energy efficient programs.
- ~~Websites:~~ Utility and affiliated websites (e.g., GasNetworks.com) will be used to promote program participation.
- ~~Co-op marketing:~~ Utilities will utilize the Vendor network where and whenever possible to complement and market program delivery.
- ~~Other:~~ Depending on the particular utility, other marketing mediums may be used to supplement and/or directly promote program and energy awareness.

APPROPRIATE SERVICES (TIER ONE)

SERVICE DESCRIPTION

The Residential Efficiency and Renewable Energy Hotline (Appropriate Services in Tier One) provides Massachusetts citizens with information about energy efficiency, renewable energy, and home performance. Personnel answering the phones will determine which information, assistance, and services will best address the particular concerns of each individual customer. Details on the information and services and qualifications of the phone personnel are included below. The Vendors and Administrators will sponsor periodic meeting of Tier One providers to discuss ways to improve the program based on each organization's experiences.

STATEWIDE TOLL-FREE NUMBER

A statewide toll-free number was established early in 2002 providing customers with easy access to the RCS program. Customers calling the statewide number hear a brief welcome and introduction to the RCS Program. Customers are asked a series of questions that direct them to the appropriate Tier One service provider.

Annually the Program Administrators will review the cost and quality of the services being provided for the functioning of the statewide number. Appropriate action will be taken for the continued use of a competitively priced service provider for the statewide number. Costs associated with the statewide number are distributed among the utilities based upon the cost-share formula for calculating the DOER assessment. Utilities are responsible for those costs that can be directly attributed to the specific utility. Municipal utilities that utilize the statewide toll free number are charged costs that can be directly attributed to the municipality.

For cost savings and customer convenience, other toll-free numbers may also be used in conjunction with certain types of utility specific or DTE-mandated marketing.

PERSONNEL QUALIFICATIONS

Tier One phone centers will include RCS, DSM, and energy efficiency industry qualified intake personnel. These integrated Intake Centers will maximize our energy efficiency efforts and complement both the delivery of RCS and DSM program services. Program Administrators and Vendor staffs are available to respond to a customer's specific questions. Counseling is provided and, if appropriate, referrals are made to federal, state, and local energy information agencies. Vendor technical staff is available to assist customers with general or problem-specific energy efficiency and renewable energy matters. Technical assistance is available both pre-Home Energy Assessment, during intake, and post Home Energy Assessment.

Technical assistance staffs include:

Customer Intake and Service Representatives

Customer Service Representatives (CSRs) are the first point of contact for a customer. CSRs have the capability to answer general energy efficiency and program questions. They will also pre-screen customers for RCS services through a dialogue which invites the customer to explain more fully what kind of energy efficiency information they are seeking.

Training/Qualifications

- ~~///~~ Customer service and telephone experience.
- ~~///~~ General knowledge of energy efficiency and renewable technology.
- ~~///~~ Knowledge of relevant residential energy efficiency, demand-side management and renewable energy program offerings (to determine what would be appropriate for this customer).
- ~~///~~ Knowledge of information resources available to customers during Tier 1.
- ~~///~~ CSR shall observe a Home Energy Assessment at least once every six months
- ~~///~~ Participation and understanding of RCS qualify control procedures

Technical Assistance:

Staff will have the same experience as the CSR, but have a greater degree of training with RCS, and there will be staff available with advanced knowledge of energy efficiency and renewable technology.

- ~~///~~ Extensive knowledge of energy efficiency and renewable technology including but not limited to an RCS Home Energy Assessment background, house as a system training, and blower door experience.
- ~~///~~ Additional training in the area of heating system fundamentals for a wide array of systems including high efficiency systems and heat pumps.

- ~~✍~~ Knowledge of all residential energy efficiency, demand-side management and renewable energy program offerings (to determine what service would be appropriate for this customer).
- ~~✍~~ Participation and understanding of RCS qualify control procedures
- ~~✍~~ Knowledge of information resources and technical assistance available to customers during Tier 1.

Training/Qualifications:

- ~~✍~~ Customer service and telephone experience.
- ~~✍~~ General knowledge of energy efficiency and renewable technology, including participation in any required RCS classroom training .
- ~~✍~~ Have accompanied Energy Specialist on field Home Energy Assessments.
- ~~✍~~ Knowledge of all residential energy efficiency, demand-side management and renewable energy programs offerings (to determine what service would be appropriate for this customer).
- ~~✍~~ Knowledge of information materials and technical assistance available to customers during Tier 1.

INFORMATION RESOURCES

The goal of a call center based energy information service is to combine a range of telephone activated services to satisfy two objectives. The first is to provide sufficient information and service delivery to meet the needs of the customer through services directly provided by the call center. The second is to identify customer needs that can be best satisfied by a follow up in-home service. The criteria for success of Tier One services is the ability to satisfy and to refer customers to Tier Two that are appropriately in need of and interested in this service.

This section of the CAP is designed to describe the services that could be utilized by a call center delivering an energy services hotline to meet the needs of customers calling for a basic level of service.

Program Administrators will ensure that these Tier One Services are available to all Massachusetts residents:

- a. Phone based appliance education service providing information about the energy use of various appliances
- b. Referral to utility services related to billing issues, service issues or other miss-directed calls
- c. Literature Mailings
The CSR will have a list of available documents and their applicability to specific customer needs. The CSR will document that materials were sent to customer in database. A list of suggested literature is attached as Schedule B.
- d. Technical Assistance on the Phone
A technical specialist will be available to answer questions about improvements customers are considering in the home or other efficiency or renewable questions.
- e. Screening and Referral to Tier Two
This is perhaps the most important service that can be provided by the Tier One service. The combination of information collected by the intake staff and the needs expressed by the customer will result in the determination as to the appropriate referral to Tier Two

- f. Referrals to Educational Web sites.

Program Administrators also have the flexibility to offer the following services through Tier One. The RCS Network will regularly share experiences and best practices and include DOER in discussions of the value of additional services:

- a. Telephone based energy use survey and recommended action by customer
This service can be provided at Tier One. However, many Program Administrators have this service available through their Customer Service departments.
- b. Mail in energy use and energy savings opportunity survey
Customers can fill in a survey of their energy uses and receive a computer analysis of the distribution of electricity use and savings potential in the home.
- c. Computer based Energy Information CD's
Some Program Administrators have educational CDs that are available and can be sent to the customer.
- d. Website Services
In other cases, educational services are available on the administrator's web site where the customer can be referred with domain directions. These websites are available for referral to customers by the CSR.
- d. Materials Distribution
Some customers may be best served by a mailing of complementary energy efficiency products or information provided by the Tier One service provider. These materials mailings may incorporate catalogues for further ordering of materials and education.
- e. Special Home Visit
In some cases, Program Administrators may determine that customers may benefit from a Special Home Visit instead of a complete Home Energy Assessment. This could be to assist a customer with questions about one specific equipment or home efficiency measure. Additional information about this service is provided in the "Other Products and Services" section.

PROTOCOL TO PROVIDE CUSTOMERS WITH TIER ONE AND TIER TWO SERVICES

The Tier One Vendors will attempt to best suit the needs of customers seeking energy efficiency services. A more detailed example of a Tier One screening protocol is included in Schedule C.

The screening process for residential customers begins with determining the customer's need/reason for calling. The Customer Service Representative will verify a core set of information from the customer to determine customer eligibility, Program Administrator/Vendor coverage and a few key marketing and demographic data points to provide tracking and customer services. This will include identifying if the customer can best be served through alternative services such as Income Eligible weatherization and other low income services, utility Customer Service departments, or a direct DSM program. In addition, if Tier Two services are not appropriate for this customer, this would be determined and Tier One educational services would be provided.

The next step after determining eligibility is to determine what the customer's needs and interests are and find out what prompted the call. If they have a specific question, it can be answered or channeled to a technical staff person. The customer can also receive information through the mail or via e-mail. If they are calling about making specific improvements to their home or are

unsure, the goal would be to assess their level and type of interest in a direct home evaluation and take action to screen and educate on the benefits of Tier Two services.

The objective of Tier Two needs assessment is to identify the customer's primary need for an in-home assessment and investment in their home. There is a range of questions that can be asked about the home and the customer's needs to better direct and support the field staff. This would include education on the available incentives, types of measures that can be installed and the benefits of these measures.

Tier One providers may receive calls from customers who have had an RCS Home Energy Assessment within the past 12 months and are seeking a second Home Energy Assessment. If the customer wants eligible measures installed as a result of their previous Home Energy Assessment, the customer will be referred to the appropriate Program Administrator or Vendor who provided the initial service for follow-up. In all likelihood, another RCS Home Energy Assessment would not be required.

Finally, the detailed scheduling and information collection to arrange an in-home Tier Two evaluation and service delivery would be completed over the phone. This would include a range of detailed questions and preparation actions needed to best arrange and prepare the customer for service delivery from Tier Two.

HOME ENERGY ASSESSMENT AND PROGRAM MEASURE IMPLEMENTATION (TIER TWO)

PROGRAM DESCRIPTION

The focus of the Home Energy Assessment in Tier Two is to deliver on-site services to residential customers and motivate the customers to implement recommended energy efficiency and renewable energy measures.

A customer can receive the Home Energy Assessment (HEA) through a variety of mechanisms, including a direct referral from Tier One, from a Program Administrator, Program Vendor, trade ally, and through response to marketing. Utilities might infrequently make a direct referral if a customer is doing home improvements and has time constraints, may already be very knowledgeable about energy or renewables improvements, etc.

The Home Energy Assessment will include an evaluation of relevant energy efficiency measures and renewable energy measures in the home. The service is fuel-neutral, meaning that end-uses are examined regardless of the fuel used. Specifically, during the HEA, the building's heating, HVAC and DHW systems, lighting, shell and appliances are examined.

At this time, the Program Administrators require that approved Tier Two Vendors use an appropriate Home Energy Assessment software tool. All Home Energy Assessments previously approved under the RCS program regulations or a HERS building analysis that meets the NASEO HERS accreditation standard automatically qualify. The Program Administrators will consider modifying its Home Energy Assessment software requirements based on the results of the technical session on this topic that will be sponsored by DOER. The technical session will identify alternative options for reaching technical analysis objectives through alternative software or non-software based analysis techniques.

The home energy assessment objective is that the customer has an opportunity to understand the impact of relevant energy efficiency measures and improvements that can be implemented in their home and is motivated to implement major measures. The Energy Specialist will offer DSM incentives, Energy Efficiency Incentives, and Renewable Energy Incentives to customers in conjunction with the Home Energy Assessment.

The program is designed for the resident to accompany the Energy Specialist in the examination of the building as appropriate so that explanations and education occur during the course of the visit. The customer is provided with a written report or contract that describes the efficiency of the building and lists measures and available incentives based on order of priority. If needed, the Energy Specialist will provide the necessary paperwork to process the incentives.

PERSONNEL QUALIFICATIONS

Tier Two Energy Specialists must be properly trained and certified to perform a comprehensive assessment of the home. This training would include existing RCS training programs, a HERS or BPI training, or Program Administrator approved equivalent RCS training for all new RCS Tier Two Field Staff. All staff will need to receive ongoing training to update their skills and knowledge of evolving and new program elements as well as sales and presentation skills.

PROGRAM MEASURE IMPLEMENTATION

The most important outcome of a HEA is implementing program measures with a high degree of customer satisfaction. These program measures use various types of incentives to motivate residential customers to invest in energy efficiency and renewable energy measures. These incentives are from electric ratepayer-funded energy efficiency programs, gas demand-side management programs, and tax treatment that encourage energy efficiency and renewable energy purchases.

The RCS program provides a vehicle for delivering the measures associated with these incentives and defines the program measures eligible for Energy Efficiency Incentives. The measures, described below, typically have less than a seven-year payback according to audit software approved by DOER under its former RCS regulations. Program Administrators may perform additional screening of these and other measure in order to determine whether the list should be modified. Program Administrators will have the flexibility to modify its addendum to the CAP at any time in order to move a program measure in or out of its list of measures offered under its energy efficiency or DSM program. Program Administrators will provide the RCS Network notification of any changes to their addendum.

Program measures eligible for a Fuel Neutral Reward represent a minimum program requirement. For example, if DSM programs do not offer an incentive for a measure covered by an Fuel Neutral Reward, then the customer may receive an Fuel Neutral Reward for that measure.

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ENERGY EFFICIENCY INCENTIVE

The Energy Efficiency Incentive and Renewable Energy Incentive offered by the electric utilities are designed to stimulate the installation of energy efficiency and renewable energy measures through a financial incentive package that is available to customers receiving a Home Energy Assessment.

The incentive will cover a portion of the cost of all allowable energy efficiency measures. Each unit with a meter in a multifamily unit, up to four units, is eligible for an Energy Efficiency Incentive (EEI), i.e., a three family home with three meters is eligible for three individual EEIs. The incentive level is subject to periodic review and change by the Program Administrators with approval by DOER and notification to the RCS Network. If a utility DSM incentive is available

for the measure, the customer cannot receive an Energy Efficiency Incentive (EEI) for the particular measure(s) that qualify under the DSM program.

The EEI will be reimbursed either to the customer or through the Vendor network. Each Program Administrator shall determine the method of reimbursement. The Vendors will work with the utilities to ensure they receive the appropriate recognition for providing the EEI to the customer. Program Vendors will use existing sub-contractors and other contractors as needed to provide a contractor arranging process for RCS participants. This provides the customer with one stop shopping and in-turn the Program Administrators can be assured that the work is completed properly and according to the established protocols.

An EEI is available to the customer of record once every 12 months, without regard to the service location. As an example: a customer of record could access the full \$500 EEI in September and would be eligible to receive another \$500 EEI the following September. Another example: a new customer of record takes occupancy at a service location that has received an EEI within the past twelve-months, the new customer of record could receive up to \$500 in EEI for the installation of an EEM as long as they did not receive an EEI at their previous location. Therefore, it is the customer of record that qualifies for the EEI, not the service location.

All measures offered for the EEI will meet the program cost-effectiveness requirements of DTE 98-100. Eligible measures or measure packages for the EEI typically have a seven-year payback or less as determined by the Vendors' computerized audit tool used in the evaluation of the residence. All equipment must be Energy Star rated or equivalent as appropriate. Measures that are included in DSM programs are not eligible for the EEI. Measures should be marketed as a package to encourage whole-house treatment.

Program Administrators and Vendors will continually assess new technologies and measures for inclusion in the RCS program. Other measures may be added with the approval of DOER. Program Administrators will notify the RCS Network of any changes made by an individual utility in order to maintain consistent deliver of the RCS program. Program Administrators have the ability to modify incentives to target customers and communities

MEASURE DESCRIPTION

Air Sealing
Duct Sealing
Duct Insulation
Insulation, Attic
Insulation, Basement
Insulation, Rim Joist
Insulation, Wall
Pipe Insulation, Heating System
Refrigerator – Energy Star® Rated (Reported as Special EEI)
Thermostat – Energy Star® Rated (Reported as Special EEI)
Ventilation, Bathroom/Dryer
Ventilation, Attic (in conjunction with attic insulation)
Solar Domestic Hot Water-based on a custom analysis of the measure
Oil, Propane, or Electric Heating Systems
Other Measures

OTHER PRODUCTS AND SERVICES

Program Administrators and Program Vendors must agree on other products and services that the Energy Specialist may deliver at the time of the Home Energy Assessment or as a follow up to the Home Energy Assessment, and these must be approved by DOER. It is the intent of the program to allow Vendors to incorporate related energy services as part of the package of measures as long as they are consistent with the overall intent of providing comprehensive whole house energy services to residential customers.

The Special Home Visit will be available at the discretion of individual Program Administrators. In some cases, customers may benefit from a home visit without a detailed Home Energy Assessment process. This could be to assist a customer with questions about one specific piece of equipment or home efficiency measure. It may also be appropriate if a customer is in the middle of a renovation project. The cost for this visit will be included in the bid process Program Administrators use to select Vendors. It can also be negotiated with existing Vendors. The cost of this service will be less than the cost of the complete Home Energy Assessment.

High quality, low cost energy efficiency measures will continue to be a component of the RCS Program, and are called Immediate Savings Measures (ISM). ISM will be offered at the sole discretion of the Program Administrator. The total program ISM package will not exceed \$30 average per customer, with a typical range of \$25-\$35 on an individual customer basis. The ISM is a cost-effective, energy saving part of the RCS program delivery. Field staff will focus on hot water and lighting measures where there is demonstrable energy savings achievable. In cases where it is clear that the customer would benefit from other installed measures (such as door sweeps, etc.), these, too, could also be installed up to the average maximum allowable amount. A list of DOER approved ISM is provided in Schedule D.

SELLING OTHER PRODUCTS AND SERVICES

Vendors are allowed to sell customers products and services that are approved for sale by the DOER during the Home Energy Assessment. A copy of the approved list is included as Schedule E. Vendors are responsible for any local, state, or federal sales tax associated with this program component.

Program Administrators will explore the possibility of adding additional products and services not already approved by the DOER. These revised products may include home performance measure and services. Program Administrators and Vendors will continually assess new technologies and measures for inclusion in the RCS program.

QUALITY CONTROL

Program Administrators provide monitoring and evaluation throughout each step of RCS Program to ensure customers receive quality products and services consistent with RCS Program goals.

Tier One

Observe telephone technique ensuring CSR is courteous and knowledgeable.
Periodic review of intake script ensuring adequate screening including but not limited to the following:

- Is CSR aware of all appropriate utility programs?
- Are customers provided with an explanation of the HEA?
- Are customer's questions answered adequately?
- Were customer's needs understood and documented?
- Was customer informed of available educational materials?
- Was customer referred to the appropriate level of services?

CSR are provided feedback that focuses on improving quality of Tier One screening that is measurable and results in consistently increasing the HEA to implementation ratio.

Tier Two

The Program Administrators will provide a comprehensive review of vendor performance and customer satisfaction. In addition, an independent third party will perform on-site quality control field inspections of Home Energy Assessments and Tier Two installations.

Components of the Program Administrator review process will include:

- Providing all customers with satisfaction surveys – (see Attachment F)
- Follow-up on customer satisfaction results
- Access backlog management- average time to serve
- Review of HEA data to reveal questionable patterns or results
- Review all reports/paperwork for accuracy and completeness
- Meeting with vendor to identify and troubleshoot potential problems
- Attending vendor staff training – evaluation of training and subject matter

On-site Field Evaluation of the Home Energy Assessment

The field evaluation focuses on the Energy Specialist's ability to deliver a technical evaluation of the home, use of the audit tool, attention to safety, and presentation of the benefits of installing recommended measures. Each Energy Specialist in the RCS program is evaluated annually by an independent third party using the HEA Field Evaluation Tool developed by the RCS Network (see Attachment G).

Program Administrators will review the results of the HEA field evaluation with program vendors. Where necessary, specific training/instructions will be provided for improved performance.

On-site Field Inspection of Tier Two EEI installations

The Quality Control Inspector of Tier Two EEI installations must demonstrate knowledge and understanding of residential construction, appropriate terms and components, residential heating systems, and an understanding of applicable codes and regulations. All quality control inspectors must exhibit a thorough knowledge of proper installation techniques for:

- ~~///~~ **Low-flow shower heads**
- ~~///~~ **Pipe/Duct insulation**
- ~~///~~ **Water heater insulation**
- ~~///~~ **Other hot water conservation items**
- ~~///~~ **Attic, wall, floor and crawlspace insulation**
- ~~///~~ **Ventilation**
- ~~///~~ **Renewable Technologies**
- ~~///~~ **Heating system modification**
- ~~///~~ **Heating system replacement**
- ~~///~~ **Heating system controls**
- ~~///~~ **Air sealing**
- ~~///~~ **Appliance and lighting measures**
- ~~///~~ **Other energy efficiency technologies, to be identified**

The Tier Two field inspection provides quality control results of the following:

- ~~///~~ **Appropriateness of installations**
- ~~///~~ **Data collected and reported agrees with what was installed.**
- ~~///~~ **Assessment of the quality and quantity of materials**
- ~~///~~ **Materials were properly installed in accordance with program specifications**
- ~~///~~ **Condition of the site - left neat and clean**
- ~~///~~ **Customer satisfaction – timeliness and professional services**
- ~~///~~ **Testing and diagnostic procedures**

There will be a combination of in-process and post installation inspections performed at a minimum of 5% of the sites where EEI major measures are installed. In addition to the random QC inspections performed, customers may request a QC inspection of measures installed under the RCS program. The RCS Network (see Attachment H) developed a Request for Proposal (“RFP”) to solicit a Quality Control contractor for Tier Two installations. The RFP outlines the quality expectations for the products and services related to the installation of EEI major measures. Program Administrators are responsible for ensuring that problems identified through the QC process are addressed so that optimal subcontractor performance and customer satisfaction is maintained.

COMPLAINT RESOLUTION

The Program Administrators and Vendors will to ensure that RCS participants receive high quality and safe services. Vendors are required to maintain high standards in their quality control practices.

Program Administrators and Vendors will respond to requests for service and will support the resolution of any customer complaints. In the event that a site visit is required to address a

customer complaint, the program representative will gather all pertinent information so that the appropriate person is assigned to address the complaint. Site visits will be scheduled in a timely manner as conditions warrant. If any installation work was improperly completed or if materials appear faulty in any way, the problem will be corrected according to program standards by the subcontractor and at the subcontractor's expense. If necessary, a Field Supervisor with the authority to make decisions and to draw on resources will determine the proper course of action to reach a solution. A program representative will document the complaint and the resolution.

ELIGIBLE VENDORS

Vendors will be working directly with Program Administrators' residential customers for the Residential Conservation Service. The capabilities of the Vendors will directly determine customer satisfaction, measure installation, and program goal attainment.

All eligible Vendors participating in the RCS program must have the capability of offering and delivering one-stop shopping as described in this Coalition Action Plan. Vendors must demonstrate their ability to deliver comprehensive services and demonstrate their organizations technical, administrative, and customer service skills required by the Program. Vendors must continually upgrade their skill sets to meet Program requirements.

Program Vendors must sign a contract with a Program Administrator before providing services to their residential customers. Through its contract process, the Program Administrator will provide assurances that Program Vendors meet the RCS Vendor eligibility requirements. Program Administrators will include a list of their eligible Vendors in their specific filings and must notify the RCS Network of contracts with new Vendors participating in the RCS Program.

RCS VENDOR ELIGIBILITY REQUIREMENTS

- ~~/s/~~ The Vendor must comply with the Terms and Conditions of the individual Program Administrators. Typically, these include insurance requirements of Employer's Liability, Property Damage Liability, and Automobile Liability.
- ~~/s/~~ Prior to commencing work, the Vendor shall have its insurer furnish certificates of insurance to DOER and appropriate Program Administrators.
- ~~/s/~~ The Vendor must agree to warranty all work performed in customers' homes by its sub-contractors or agents for a minimum of one year.
- ~~/s/~~ The Vendor must provide documentation to the Program Administrator that its organization has the technical, administrative, and customer services skills required by the RCS program.
- ~~/s/~~ The Vendor is required to submit detailed plans to the Program Administrator for training, skills certification, and quality control of all staff delivering RCS services.
- ~~/s/~~ The Vendor must submit a plan for maintaining electronic storage of data including information about inquiries, responses, HEA referrals, deemed savings, and demonstrate the ability to report results in a timely manner.

~~2.2~~ The Vendor must agree to adhere to all requirements in this Coalition Action Plan.

EVALUATION

Program Administrator's annual budgets will include funding for Program evaluations.

OTHER PROGRAM OUTCOMES

LOST OPPORTUNITIES

The RCS Network encourages roundtable discussions to share information, promote program improvements and opportunities. The RCS Network will continue to explore energy efficient mortgages, home improvement loans, and other strategies for capturing lost opportunities where appropriate.

COMPETITIVE MARKET

The RCS Network believes that the RCS program promotes Market Transformation in the following ways: 1) The RCS program helps promote non-utility, non-government energy efficiency training such as HERS or BPI. Over time, these organizations will develop as efficiency trade associations, supported by local contractors. 2) The RCS program promotes Energy Star products through the offering of Efficiency & Renewable Incentives. The Energy Star label helps to encourage efficiency as a winning choice when customers buy homes, appliances, windows, etc. 3) The RCS program supports the Massachusetts based energy efficiency contractor network. Contractors have been successful in marketing services to customers outside of utility efficiency programs due to growing awareness of customer benefits. in customers' homes, or

SCHEDULE A: SIGNATORIES TO COALITION ACTION PLAN & STAKEHOLDERS

SIGNATORIES TO CAP

Contact Person

Massachusetts Electric
NSTAR Electric and Gas
Western Massachusetts Electric
Bay State Gas
The Berkshire Gas Company
New England Gas Co.
Fitchburg Gas & Electric/ UNITIL
KeySpan Energy Delivery
CapeLight

Jerome Hanna	508-421-7223
Charles Olsson	508-481-7900
Edward F. Murphy	413-787-9326
Marjorie H. Izzo	508-836-7350
Michael Sommer	413-445-0315
James Carey	508-689-1177
Keith Freischlag	603-773-6458
Bruce A. Johnson	978-322-3304

ADDITIONAL STAKEHOLDERS NOT LISTED ABOVE

Center for Ecological Technology
Conservation Services Group
Division of Energy Resources
Honeywell DMC Services
Low Income Energy Affordability Network (LEAN)
Massachusetts Municipal Wholesale Electric Company
RISE Engineering

SCHEDULE B: TIER ONE LITERATURE

Utility Specific Cover Letter

Utility Specific DSM Program Descriptions (Electric and Gas information as needed)

DOE “Energy Savers” Booklet

This can be viewed on-line at www.eren.doe.gov/consumerinfo/energy_savers.

The booklet includes sections on: Your Home’s Energy Use, Insulation and Weatherization, Heating and Cooling (including Solar), Water Heating (including Solar), Windows, Landscaping, Lighting, Appliances, and more.

Blower Door and Diagnostic Testing Fact Sheet

Indoor Air Quality/Moisture Fact Sheet

SCHEDULE C:

DETAILED PROTOCOL TO PROVIDE CUSTOMERS WITH TIER ONE AND TIER TWO SERVICES

The Tier One Vendors will attempt to identify the appropriate energy efficiency services for the customer.

Step 1: Determine eligibility for Tier 1 or Tier 2 services.

The screening process for residential customers begins with determining the customer's eligibility for services. The Customer Service Representative will verify the following information:

- ~~///~~ Customer Name – customer of record
- ~~///~~ Service Address
- ~~///~~ Day and evening telephone numbers
- ~~///~~ Why customer is calling
- ~~///~~ How they heard about the services
- ~~///~~ Electric utility company
- ~~///~~ Natural Gas utility company (if applicable)
- ~~///~~ Main type of heating fuel
- ~~///~~ Income eligibility (if eligible, customers are referred to the appropriate low-income network.)

Step 2: Determine appropriate Tier 1 or Tier 2 Service

- ~~///~~ What is your reason for calling?
- ~~///~~ Have you had a home energy assessment in the past?
- ~~///~~ What is the age of the home?
- ~~///~~ What types of improvements are you looking to make?
- ~~///~~ Explain incentives available for the measures that the customer is interested in.

Depending on the customer's responses, the customer may require additional Tier 1 services such as:

- ~~///~~ General Energy Efficiency Information
- ~~///~~ Gas/Electric Rebate Forms
- ~~///~~ Appliance Efficiency Education
- ~~///~~ Bulk Purchase Materials
- ~~///~~ Technical Assistance
- ~~///~~ Literature Mailings
- ~~///~~ Energy use and savings opportunity surveys
- ~~///~~ CD Rom
- ~~///~~ Referrals to Educational Web Site

Step 3: Referral to Tier 2 Services

After determining that the customer is interested in making energy efficiency improvements, Customer Service Representative will inform the customer the next steps that will take place to schedule an appointment for Tier 2 services.

The customer may have received a Home Energy Assessment and is calling to have the measures installed. In this case, the CSR will review the information obtained during the site visit and ask if anything has changed. The customer will then be provided with the telephone number of the appropriate Vendor for follow-up.

The CSR is required to get additional information for Customers who are being assigned a Home Energy Assessment.

- ~~///~~ Owner/Tenant – explain that owner's signature is required
- ~~///~~ Units in Building
- ~~///~~ House Type
- ~~///~~ Other heat sources
- ~~///~~ DHW fuel type
- ~~///~~ Best time to call
- ~~///~~ Provide details of customer's request so that the Home Energy Specialist knows why the customer is requesting the site visit.

SCHEDULE D: LIST OF IMMEDIATE SAVINGS MEASURES

Demonstration Materials Installations

- a. Caulking
 - Silicon acrylic latex
- b. Window Weatherstripping
 - V-Seal
 - Pulley Seals (pair)
 - Clamshell Window Lock
- c. Windows
 - Interior Channel Lock Storm Windows
 - Glass Patch Tape
- d. Door Weatherstripping
- e. Low-Flow Shower Head
 - Without shut-off
 - Showerhead Adapter
- f. Pipe Insulation
 - 1/2" per 3' section
 - 3/4" per 3' section
- g. Duct Insulation
 - 2" x 4' – 1' lengths
- h. Radiator Reflection (24"x36")
- i. Water Heater Wrap (2")
 - Standard Gas (30-50 Gal)
 - Large Gas (80 Gal)
 - Electric w/top(80 Gal)
- j. Outlet Gaskets
- k. Switchplate Gaskets
- l. Faucet Aerator without shut-off
- m. Aerator w/shut off
- n. Compact Fluorescents
- o. Door Sweep
 - Standard alum/vinyl (triple)
 - Triple Plastic – Heavey duty
 - Automatic
- p. Attic Hatch
- q. A/C Filer

SCHEDULE E: APPROVED PRODUCTS AND SERVICES FOR SALE

Measure	Description
SELLING DIRECT TO PUBLIC MEASURES – NOT ELIGIBLE FOR FNR	
Replacement HVAC filter	Furnace Filter - Washable 1"
Replacement HVAC filter	Furnace Filter - Washable 2"
Replacement window air conditioner filter	A/C (Window) Filter
Waterbed insulation pad	Waterbed Insulation Pad
50 gallon water heater insulation jacket	
80 gallon water heater insulation jacket	
120 gallon water heater insulation jacket	
Low flow non-aerating showerhead	Premiere Showerhead 2.50
Low flow non-aerating showerhead w/massage	Earth Massage Showerhead 2.50
Aerator-Flip	Aerator-Flip
Faucet Aerator-Bathroom	Aerator 1.5gpm Bathroom
Faucet Aerator-Kitchen Spray	Aerator 2.2gpm Dual Spray Kitchen
Faucet Aerator-Kitchen	Aerator 2.5gpm Kitchen
All in one electronic ballast and bulb which can replace a 60 watt incandescent	15W GLOBE CFL
All in one electronic ballast and bulb which can replace a 75 watt incandescent	20W CFL
All in one electronic ballast and bulb which can replace a 100 watt incandescent	25W CFL
Outdoor bulb - 20 watt flood light w/reflector	20W CFL - outdoor
Interior ceiling-mounted 14 watt jarlight fluorescent fixture	
Outdoor wall-mount 14 watt jarlight fluorescent fixture	13w Outdoor Jar Fixture
Outdoor wall-mount 14 watt jarlight fluorescent fixture	14w Outdoor Jar Fixture
Outdoor wall-mount 22 watt jarlight fluorescent fixture	18w Outdoor Globe Fixture
Outdoor wall-mount 22 watt jarlight fluorescent fixture	Jar Porch Light
Outdoor wall-mount 22 watt jarlight fluorescent fixture	
Ceiling mounted indoor fixture with a 20 watt compact fluorescent lamp	20w Indoor Dome Fixture
Interior ceiling mounted fixture with a 39w 2D lamp	
Torchiere floor lamp to replace 300 watt halogen	Torchiere Dimmable
Quartz lite to replace a 7 watt nightlight	.03w Limelight Nightlight
2 component fluorescent to replace a 50/100/150 3-way incandescent	30w 3-way 2700k Lamp
Caulk-Acrylic- WHITE per foot	Caulk-Acrylic- WHITE
Caulk-Acrylic-CLEAR per foot	Caulk-Acrylic-CLEAR
Caulk-Silicone- WHITE per foot	Caulk-Silicone- WHITE

Caulk-Silicone-CLEAR per foot	Caulk-Silicone-CLEAR
Door Sweep-Triple Plastic	Door Sweep-Triple Plastic
Automatic Door Sweeps	Auto Sweep
Brass Sash Lock	Brass Sash Lock
Pulley Covers	Pulley Covers
V-Seal	Weatherstrip per foot
V-Seal 180ft roll	V-Seal 180ft roll
Refrigerator Coil Brush	Brush
Attic Hatch	Attic Hatch Insulation
Pipe Insulation 1/2 (3 foot lengths)	Pipe Insulation 1/2
Pipe Insulation 3/4 (3 foot lengths)	Pipe Insulation 3/4
Interior Storm Sm	Interior Storm Sm
Interior Storm Med	Interior Storm Med
Interior Storm Lg	Interior Storm Lg
Basement Window Insulation	Basement Window Insulation
Carbon Monoxide Alarm	Digital, 7 yr warranty, batt back-up
Wide Clear Weatherstripping (per 7 foot section)	1 3/8" x 7'
Narrow Clear Weatherstripping (per 7 foot section)	7/16" x 7'
Pulldown Stair Cover	Therm dome type cover
SELLING DIRECT TO PUBLIC – ELIGIBLE FOR FNR	
Blower Door Testing	Site Visit Charge
Air Sealing	Per Hour Charge Including Materials
Duct Leak Testing	Site Visit Charge
Duct Sealing	Per Hour Charge Including Materials
Programmable Thermostat - Energy Star	Gas/Oil/Elec + 1 stage HP/C (Battery)
Programmable Thermostat	24 volt
Programmable Thermostat - Energy Star	Energy Star thermostat
Programmable Thermostat	Millivolt
Programmable Thermostat	Gas/Oil/Elec 1H/1C
Thermostat Locking Cover	Locking Cover
Attic Insulation and Ventilation	
Cap	
Flat Roof Acces.	
Flat Roof No Acces.	
Floored r-19	
Floored r-23	
Floored r-30	
Kneewalls	
Kneewall Flat Flrd	
Kneewall Flat Open	
Open r-19	
Open r-23	
Open r-30	
Slope/ Propa Vent	
Gable 12 x 12	
Gable 12 x 18	
Pop Vent	

Propa Vent	
Ridge (1')	
Roof Vent -Alum.	
Roof Vent -Plastic	
Soffit (4" x 16")	
Stack Vent	
Turbine	
Window - Perm.	
New Ceiling Access	
New Kneewall Access	
Pull Down Stair	
Rigid Board	
Temp. Access	
Thermadome	
W/S Hatch	
Walk Up Stairway	
Duct Insulation	
Solar DHW	Cost effectiveness to be assessed by outside agency.
<i>Wall Insulation</i>	
Wood	
Clapboard	
Aluminum	
Asbestos-Single Nail	
Asbestos-Double Nail	
Asphalt	
Interior D & P	
Vinyl	
Brick	
Stucco	

HDMC measure list approved by DOER 7/00